NFPA Show, New Orleans, LA

Security Distributing & Marketing

SPECIAL SUPPLEMENT:
A Purchasing Guide For Your Customers

Alarm Reporting

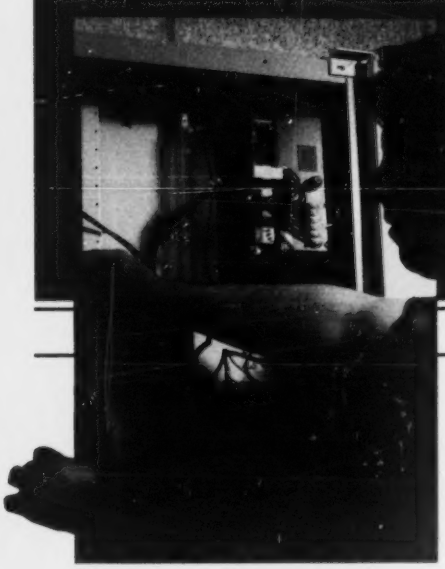
Electromagnetic Lock Overview

Medical Security

A CAHNERS PUBLICATION APRIL 1992

Security Distributing & Marketing®

A Cahners Publication *Volume 22, No. 4* *April 1992*



60 *Protocol is key to fire alarm quality.*

73 *Ambulatory-care facilities need security too.*

77 *Fight low prices.*

FEATURES

60 Put Quality in Your Fire Installations
Success with fire installations starts with knowledge of codes and proper protocol.

68 What Makes a Good Burglary Site
This first installation of the Home Security Series examines how burglars select the homes they victimize.

73 Security at Ambulatory-Care Centers
At these fast-paced ambulatory-care centers, convenient communication is nearly as important as staff protection.

78 Put Cost-Effective Security in Your Business
This pullout sales tool will help your commercial customers understand that price is only part of purchasing quality security.

DEPARTMENTS

9 Editorial

13 Letters

17 5-Minute Tech Quiz
□ How much do you know about alarm reporting? Answers on page 144.

19 SDM Products
□ Use SDM Fax to get information quickly on the industry's newest products.

45 Kinks & Hints
□ Stop false alarms in large showrooms.
□ How to find bad fuses.

49 Workbench Review
□ Control panel demonstrates power of remote programming.

51 Reader Service Card

55 Equipment Overview
□ Choosing the right electromagnetic lock.

109 Shooting from the Lip
□ Are the RBOCs a legitimate threat?

112 News Briefs
□ Westinghouse, New York Life join forces.
□ '900' proposal becomes reality in Maryland.

114 News Special Report
□ Dealers lobby Congress to pass stop-Bell bill in '92.

124 NBFAA Report
□ Dealers "Blitz" D.C. with jobs message.
□ NTS management course graduates 21.

131 Marketline
□ New vendors not entering market access control market.
□ Home automation market growing.

155 Advertisers Index

156 SDM Update
□ Task force focuses on false alarms; construction improves.

ABOUT THE COVER

Assistant Fire Chief, Al Hagy, Tri State Fire Protection District, Darien, IL, conducts an inspection on a fire alarm system installed by Fire & Security Systems Inc., Arlington Heights, IL. Installer Mike Julio tests for circuit supervision at a fire horn. For more on fire alarm systems, turn to page 60.

Cahners Publishing Company, A Division of Reed Publishing USA □ Specialized Business Magazines for Building & Construction □ Research □ Technology □ Electronics □ Computing □ Printing □ Publishing □ Health Care □ Foodservice □ Packaging □ Environmental Engineering □ Manufacturing □ Entertainment □ Media □ Home Furnishings □ Interior Design □ Specialized Consumer Magazines for Child Care □ Boating □ Wedding Planning.

Security Distributing & Marketing® (ISSN 0049-0016)(GST #1233974571) is published monthly, except in May, August and November when two issues are published, by The Cahners Publishing Company (subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA. 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; Frank J. Sibley, Executive Vice President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206 and additional mailing offices. **Postmaster: Send address corrections to** *SECURITY DISTRIBUTING & MARKETING, P.O. Box 173377, Denver, CO 80217-3377.*

Security Distributing & Marketing® copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer.

Annual subscription rates for non-qualified people: USA, $69.95/1 yr.; Canada, $128.35/1 yr.; Mexico, $119.95/1 yr.; other countries, $149.95 for surface mail and $224.95 for air mail. Single copies are available for $15, $20, $20, and $25 (USA, Canada, Mexico, and foreign). Product & Service Locator (Buyers Guide) is available for $50, $75, $75, and $100 (USA, Canada, Mexico, and foreign). Please address all subscription mail to *Security Distributing & Marketing®*, 44 Cook St., Denver, CO 80206.

Security Distributing & Marketing®, and *SDM®* are registered trademarks of Reed Properties Inc., used under license.

HOME SECURITY SERIES

What Makes a Good Burglary Site

This first in a series of articles based on scientific research examines how burglars select the homes they victimize.

By Simon Hakim and Andrew Buck

This article is based on a study, "Effectiveness of Burglar Alarms," which was conducted between 1989 and 1991. The study's objective was to learn how burglars choose their targets by analyzing where burglaries have occurred over time in a defined geographical area.

Three suburbs near Philadelphia—Tredyffrin Township, Upper Merion Township, and Springfield Township—were studied. The data collected included police files on the attributes of burglaries, alarm ownership, county real-estate files, and questionnaires, which were mailed to all homes that were burglarized in the 2½ years prior to the study. Questionnaires also were sent to a random sample of alarm owners, and to a matching control group of homes that were not burgled and do not own alarms. Completed questionnaires totalled 766, representing a 42% response rate.

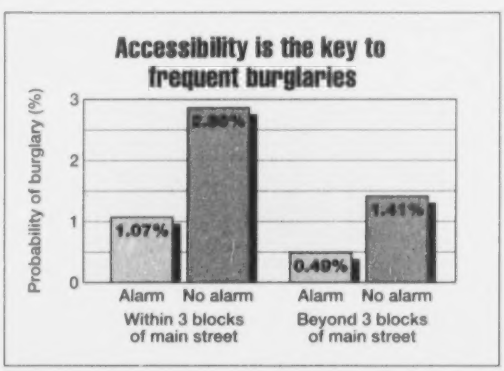
Burglars are rational human beings. Before committing a burglary, they weigh the opportunities, or expected benefits, of their target choice, and the expected costs, such as the likelihood of being caught and arrested. A burglarized home is chosen in a deliberate manner.

Where a residence is located is the primary factor in determining the likelihood of a burglary. Burglars appear to select a residence by first choosing a neighborhood and then selecting a street within that neighborhood. A specific property then is chosen on the street, followed by a point of entry.

Burglars like to operate on familiar routes that offer a means of easy escape. They often select a neighborhood adjacent to a major thoroughfare that they use in their daily travels.

In all three townships studied, the frequency of burglaries was highest within three blocks of the two busiest roads. Between 40% and 50% of all burglarized homes are located within three blocks of one or more major thoroughfares, while only 25% of all homes studied are located within that corridor. The probability of being burglarized increases by a factor of two for homes located within three blocks of main roads. This is particularly true if the road connects areas of low-income homes and/or if it has several commercial establishments.

The probability of a burglary is twice as high if you live within three blocks of a main street. However, an alarm system decreases the chance of being burglarized by a factor of more than two for homes in these areas.



'Easy' street

After selecting a neighborhood, burglars then search for a secluded street. Cul de sacs that are surrounded by woods or bordered by an abandoned railroad right-of-way seem to be popular. Unalarmed homes that are located on cul de sacs are 1.5 times more likely to be burglarized than all unalarmed properties in the communities studied. Homes with alarm systems that are located on cul de sacs are 2.2 times more likely to be attacked than all alarmed homes in general.

The study found that townhouses have a much greater risk of being burglarized than other homes. Townhouses were burgled 8 times, and their end units 18 times, more often than all homes in general.

Contrary to common beliefs, homes located near youth-gathering places and in areas of high pedestrian traffic do not appear to be frequent burglary victims. This probably is because burglars avoid areas with active pedestrian traffic. Large-city data may provide a different story; there is a certain anonymity associated with a popular loitering spot.

The third step criminals take is identifying the break-in site. The U.S. Bureau of Justice says that households with higher incomes are more susceptible to crimes of theft and less susceptible to violent crimes than are lower-income households. The results of the Philadelphia study are consistent with the Bureau of Justice data.

Property that gets burglarized typically is larger, situated on a large lot, and of higher value than that of the com-

munity as a whole. Wooded areas that provide concealment from neighbors and from the street, and suggest a certain level of affluence, are particularly vulnerable. Homes that are particularly remote from the street and/or the neighbors are more likely to be burglarized. In addition, a relatively expensive home in a moderate area is more vulnerable to burglary than it would be if it were located in an expensive area.

Alarmed homes that were burglarized in the study were exceptionally expensive and large. They were located on even larger lots than other burglarized homes or alarm-equipped homes that were not burglarized.

Data from the study show that burglarized homes without alarms yielded more valuables than burglarized homes with alarms. The reason is that burglars spend less time in alarmed homes, expecting the police to respond in 14 min., on average. (89% of all alarmed residences are connected to a central station. Thus, the burglar always assumes that the police will show up.)

The average burglary loss from homes that have alarm systems is $741. The average loss from non-alarmed homes is more than twice as high at $1,515.

What about the timing of burglaries? Most burglaries occur in the first year a family occupies a residence. This frequency declines somewhat, but still remains high, throughout the first five years of residency. The reason is that a burglar is less noticeable to people who are unfamiliar with the acquaintances of new neighbors. Burglars have an uncanny knack for choosing neighborhoods in which resident turnover is high. Burglars also tend to be active in neighborhoods undergoing a lot of renovation, because strange vehicles in driveways are not viewed suspiciously.

A foot in the door

In the final phase of the victim-selection process, the burglar decides how to get into the premises. The study shows that burglars spend no more than 60 sec. breaking into a home. They show little imagination or innovation in this regard: 79% of entries are through first floor openings and, of these, 70% are through the front or back doors. This may suggest that an alarm system that secures only the first floor may be adequate in many cases.

An important factor in a burglar's decision to choose a particular home is the precautions taken by homeowners. Effective precautions need to address three elements: deterrence, prevention, and detection. An effective security package, based on a long list of precautions held by both burglarized and non-burglarized homes, should consist of:

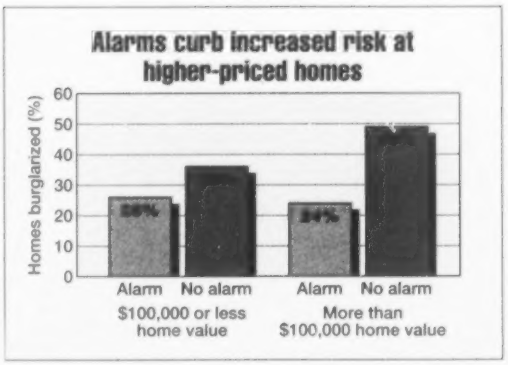
- **Deterrence**—a car in the driveway, a yard sign from an alarm company, and exterior and interior lights.
- **Prevention**—a deadbolt lock in a solid or steel door and pins to prevent the raising of sash windows.
- **Detection**—only an alarm will suffice, especially if it is monitored by a central station.

Surprisingly, the presence of a dog does not seem to have much deterrent effect: 37% of burglarized, alarmed homes reported having a dog; 26% of burglarized, non-alarmed homes; and 28% of the entire population studied had a dog.

In general, alarm owners are more security-conscious and take more precautions than do non-alarm owners.

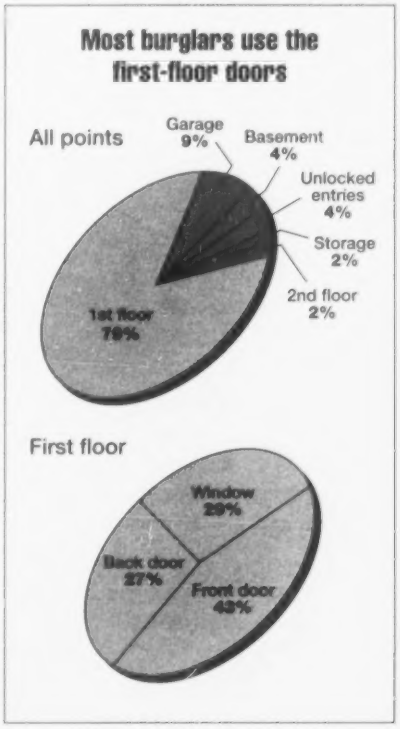
In addition, alarmed homes that weren't burglarized took significantly more precautions than alarmed homes that were burglarized. For example, 2.8 times more members of the former group left a car in the driveway than did owners of alarmed homes that were burglarized. Alarmed homes that were burglarized relied almost exclusively on their alarms, with 40% of this group taking no additional precautions.

Location of the property, its isolation, its attractiveness compared with neighboring homes, and the types of security precautions taken, all play a large role in determining how vulnerable a residence is to burglary. Alarm companies can play a major role in reducing susceptibility to burglary, helping homeowners reduce their risk. **SDM**



As home value increases, the chance of being burglarized increases for homes without alarm systems, but decreases for homes with alarms (left).

The most common means of entry for a burglar is through a front door, back door, or first-floor window. A garage is targeted by 9% of burglars (below).



Simon Hakim and Andrew Buck are professors of economics at Temple University, Philadelphia. Watch future issues of SDM *for other articles in this series, which will cover burglar alarm effectiveness and the characteristics of alarm owners.*

Please rate this article
Help *SDM*'s editors produce a better magazine for you. Rate this article by circling the appropriate number on the Reader Service Card.
HIGH 442 MED 443 LOW 444

SDM® Update

Statistics on market conditions and trends

Task force focuses on false alarms

By Laura E. Stepanek
Senior Editor, SDM

Since last July, the issue of the Regional Bell Operating companies potentially entering the security industry has diverted the limelight from other important concerns, particularly false alarm prevention. But, behind-the-scenes, industry professionals are still hard at work trying to get to the root of false alarms.

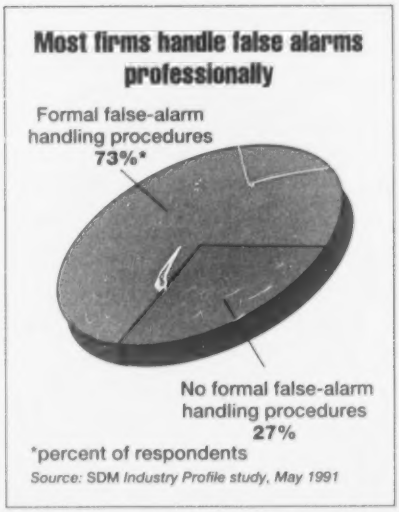
One important development is that the National False Alarm Prevention Coalition, a subcommittee of the Alarm Industry Research and Educational Foundation, now will work in conjunction with the National Association of Chiefs of Police on a false alarm prevention task force, according to Gary Kallman, chairman of the Coalition and vice president of sales at Radionics Inc., Salinas, CA.

"One f the things we hope to accomplish is to get a universally accepted definition of a false or nuisance alarm and to implement a uniform standard for data collection, measurement, and analysis," Kallman said.

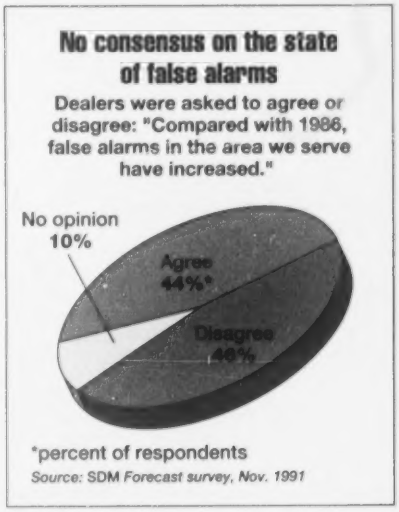
Kallman described a combination of actions that must occur before false alarms can be erased. "There has to be a greater sense of responsibility toward educating system users. There have to be universally accepted installation and equipment standards. There ultimately are some technological solutions, as well. No one thing will solve the whole problem. It will take tons and tons of work."

The task force, which is a subcommittee of the private sector liaison committee of the National Association of Chiefs of Police, will consist of seven people.

"This is a more pressing problem to the industry than the RBOCs. There is no value to an alarm system if you cannot get response. If you can't get response, there is no recurring revenue and if there is no recurring revenue, there is no business," Kallman said.



Nearly three-quarters of alarm companies surveyed have formal procedures for managing false alarms.


No consensus on the state of false alarms
Dealers were asked to agree or disagree: "Compared with 1986, false alarms in the area we serve have increased."
No opinion
10%
Agree
44%*
Disagree
46%
*percent of respondents
Source: SDM Forecast survey, Nov. 1991

Have false alarms in your area gone up or down? Dealers' opinions are split on the issue.

1st-quarter construction is better than expected

If you've been on the road or on the phone trying to sell security systems over the past 15 months, you may have your own thoughts on the state of the economy and the outlook for your business. Here's what one source—Cahners Economics, the economic research and forecasting arm of Cahners Publishing Co., Newton, MA (publisher of *SDM*)—predicts for the rest of 1992.

Most markets can expect to see distinct improvements this year over their 1991 performance. However, 1992 still will fall far short of expectations. Fundamental problems continue to plague the consumer sector through the first quarter of this year. For example, consumers confidence in economic prospects is at the lowest level since the 1981-1982 recession. Slow growth best describes consumer spending patterns.

If your income depends heavily on prewiring new residential construction for security, the outlook is positive, although growth will be slow.

The residential construction market has nowhere to go but up. New residential construction activity in 1991 declined to a level even lower than the depths reached during the 18%-mortgage-rate days of 1982, mostly due to the dramatic decline of multi-family building construction.

But, residential housing starts increased substantially throughout the first few months of this year. The major economic indicators—housing starts, new home sales, and construction spending—all were considerably higher than most economists predicted, particularly in the Midwest and South.

Recovery in the residential construction market became firmly rooted during this past summer, when sales of both new and existing homes began rising. Interest rates continued to drop, employment losses finally stabilized (compared with the huge losses that occurred during late 1990 and early 1991), and consumer incomes began to grow again.

In 1991 there were about 1.02 million housing starts. This year's housing starts are expected to total 1.27 million units, up from last December's predicted 1.19 million units

The weakest construction sector by far is nonresidential, which encompasses commercial, industrial, and institutional building. Last year, total nonresidential construction spending fell by about 11%. The best hope this year is that it hits the bottom, economists say. **SDM**